

Message Text

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PAGE 01 MELBOU 01317 080642Z

ACTION EA-09

INFO OCT-01 ISO-00 EB-07 /017 W

-----080642Z 110001 /17

R 080515Z JUN 77

FM AMCONSUL MELBOURNE

TO USEOC WASHDC

INFO SECSTATE WASHDC 3950

AMEMBASSY CANBERRA

AMCONSUL HONG KONG

AMEMBASSY JAKARTA

AMEMBASSY KUALA LUMPUR

AMEMBASSY SINGAPORE

AMCONSUL SYDNEY

AMEMBASSY TOKYO

UNCLAS MELBOURNE 1317

E O 11652 N A

TAGS BEXP, BTRA, AS

SUBJ: FOREIGN BUYER PROGRAM: INTELCOM 77

REF A MELBOURNE 1303 NOTAL B MELBOURNE 1293 NOTAL C USDOC 10299

D TOKYO 7354 NOTAL E TOKYO 6693 NOTAL

1. MESSRS KAJIYAMA AND YAMADA, HORIZON HOUSE INTERNATIONAL (HHI)
REPS, CCP CAMPAIGN MANAGER FROST AND CONGEN'S COMMERICAL
SPECIALIST RYSSENBEEK MET WITH FOLLOWING OFFICIALS ON JUNE 7, 1977
IN VENUE GRACIOUSLY PROVIDED BY VICTORIAN CHAMBER OF MANUFACTURERS:

A. MR N ROSS, NATIONAL SECRETARY, TELECOMMUNICATIONS SOCIETY OF
AUSTRALIA AND TELECOM JOURNAL OF AUSTRALIA;

B. MR T PENNAY, OLEX CABLE PTY LTD;

C. MR B SALGRAM, CONVENTION SALES MANAGER, AMERICAN EXPRESS, INC

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D. REPRESENTATIVE, OVERSEAS TELECOMMUNICATIONS COMMISSION, MR IAN
REED.

E. REPRESENTATIVE, AUSTRALIAN TELECOMMUNICATIONS
COMMISSION (TELECOM AUSTRALIA).

2. CCP CAMPAIGN MANAGER MADE 15 MINUTE PRESENTATION

INTELCOM 77 ACCOMPANIED BY SLIDE SHOW, USING 17 SLIDES
SELECTED FROM THE 47 PROVIDED BY HHI REPS.

3. AMERICAN EXPRESS REP WHO COORDINATING HIS COMPANY'S
GROUP BUSINESS TRAVEL PROMOTION FOR ALL AUSTRALIA, THEN
OUTLINED PROPOSED TRAVEL PACKAGE.

4. HHI REPS THEN FIELDDED DETAILED QUESTIONS CONCERNING SHOW
IN INFORMAL SESSION WITH REFRESHMENTS PROVIDED BY POST.

5. COMMENTS: FOR ITS OWN USE AND THAT OF AMERICAN EXPRESS,
POST HAS REQUESTED HORIZON HOUSE (HH) PROVIDE IT WITH
AUSTRALIAN MAILING LISTS FOR COMPANY'S TWO PERIODICAL
PUBLICATIONS "TELECOMMUNICATIONS" AND "MICROWAVE JOURNAL."
THOSE IN ATTENDANCE AT JUNE 7 MEETING SHOULD SERVE AS EFFECTIVE
MULTIPLIERS TO SPREAD WORD OF INTELCOM-77 AND AMERICAN EXPRESS'S
GROUP TRAVEL PROPOSAL THOUGHOUT AUSTRALIAN TELECOMMUNICATIONS
INDUSTRY. HHI REPS APPEARED VERY SATISFIED WITH PRESENTATION
AND AUDIENCE.

6. UNFORMUNATELY TELECOM AUSTRALIA, SINGLE MOST IMPORTANT
TARGET GROUP, HAS HAD ITS FY-78 OVERSEAS TRAVEL BUDGET REQUEST
CUT BY 70 PERCENT AND THUS MAY FIND IT DIFFICULT SEND
REPRESENTATIVES TO INTELCOM-77, ALTHOUGH COMPANY WILL TRY ROUTE
TWO TECNICIANS PLANNING BE IN U.S. ON OTHER MATTERS
THROUGH ATLANTA TO ATTEND SHOW.

7. MESSRS KAJIYAMA AND YAMADA AND AMCONGEN SYDNEY
HAVE SUCCESSFULLY NEGOTIATED WITH NATIONAL
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NEWSPAPER "THE AUSTRALIAN" TO DO FEATURE ARTICLE ON INTELCOM-77
FOR ITS ISSUE OF MONDAY, JUNE 13, 1977.

8. USDOC REQUESTED PASS SUBSTANCE THIS MESSAGE TO MR
WILLIAM BAZZY, HORIZON HOUSE INTERNATIONAL, 610 WASHINGTON
STREET, DEDHAM, MASS, 02026; TELEX TWX 710-348-0481.
BRAND

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Message Attributes

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Disposition Approved on Date:
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Disposition Comment:
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Disposition Remarks:
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Review Release Event: n/a
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SAS ID: 2231217
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Status: NATIVE
Subject: FOREIGN BUYER PROGRAM: INTELCOM 77
TAGS: BEXP, BTRA, AS
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